




DATE: September 27, 2007

TO: CVRC Board Directors

VIA: David R. Garcia, Chief Executive Officer 

FROM: Ann Hix, Acting Community Development Director 
Eric Crockett, Redevelopment Manager 

SUBJECT: INFORMATION UPDATE ON THE SOUTHWEST COMMUNITY
STRENGTHENING STRATEGIES

BACKGROUND:

On May 24, 2007, the CVRC received a comprehensive presentation from staff on the 2007 Midterm Review of the Agency's Five Year Implementation Plan. A key highlight of that presentation was the introduction of a proposed work program toward a community building and outreach effort in Southwest Chula Vista. As described by staff, the Community Strengthening Strategies would provide an important foundation for all future City activities in the Southwest, including redevelopment. This report is an information update to the CVRC on the Southwest Community Strengthening Strategies Work Program, including initial steps that City staff has taken to date, and the introduction of the consulting firm that has been selected and hired to assist Southwest community partners in designing a process for community building.

RECOMMENDATION:

Information update – No action is required.

DISCUSSION:

The Southwest is one of the oldest sections of the community, and a late annexation to the City in 1985. Considerable portions of the infrastructure require updating. It was an area targeted in both the General Plan and Redevelopment Agency Five Year Implementation Plan for change, reinvestment and further specific planning. From a social perspective, many in the Southwest community feel a need for a stronger civic voice that overcomes linguistic and cultural barriers and draws attention to their unique needs. The Southwest

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Community Strengthening Strategies, modeled on civic engagement and neighborhood improvement efforts conducted in other communities across the country, will be an initial step in a long partnership effort to improve life quality in this portion of Chula Vista. The Southwest Community Strengthening Strategies will endeavor to:

- Partner with residents, businesses, property owners, non-profit organizations, schools, faith-based organizations, and other government agencies
- Identify and achieve common goals in Southwest Chula Vista
- Pursue broad community building efforts
- Address community issues comprehensively
- Improve quality of life for residents
- Attract and leverage resources.

To facilitate these objectives, City staff has taken the following initial steps toward launching the Southwest Community Strengthening Strategies (SCSS).

- Designed a community building strategy, focused on process and partnerships rather than any specific outcome.
- Developed a contact list of potential early partners and learning from them about the work being accomplished in the Southwest through existing organizations and institutions.
- Prepared a grant application for the Department of Toxic Substances for additional funds to support the SWCCS.
- Compiled thematic mapped data for the City and Southwest to illustrate some of the issues that have arisen in the early partner outreach. Please visit www.chulavistaca.gov/redevelopment and click on "Links and Resources" to access this data.

Another key first step was attending a National League of Cities Roundtable Forum in Indianapolis with a delegation of staff, community members, and a City Councilmember. Chula Vista was invited to apply to the National League of Cities' Roundtable on Building Equitable Communities based on its innovative approach to strengthening partnerships and engaging the community in Southwest Chula Vista. Chula Vista was selected, and learned how cities have successfully built upon community assets and used strong city-community partnerships to leverage resources, build community, and improve civic engagement.

In addition to these activities, staff cooperatively worked with key community partners to solicit proposals for a consultant to assist in the work program. After a competitive process, the firm of Moore Iacafano Goltsman, Inc. (MIG) was selected by a panel of staff and community members to facilitate meetings, provide process management assistance and provide tools and methods for community building over the next 9 to 12 month period. A representative of MIG will be present at the September 27 CVRC meeting to

present their qualifications and an overview of the process we are prepared to launch. Over the coming months, our goal will be to establish community priorities and common agendas with the various sectors that comprise the Southwest community. Among other outcomes, this process is intended to result in community-led efforts that will allow stakeholders to network and leverage resources and assets toward community strengthening. This process will also provide a platform for developing cooperative partnerships and processes for a future Southwest Specific Plan(s), infrastructure management plan(s), and other community improvement programs.

FISCAL IMPACT:

As part of the FY 2007-08 budget process, the CVRC and Redevelopment Agency authorized a \$50,000 budget for the Southwest Community Strengthening Strategies Work Program. No additional funding is being requested at this time.

DECISION-MAKER CONFLICT:

Staff has reviewed the decision contemplated by this action and has determined that it is not site specific and consequently the 500 foot rule found in California Code of Regulations section 18704.2(a)(1) is not applicable to this decision.

PREPARED BY: *Nancy Lytle, Process Improvement Manager, Planning and Building
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